



U. S. SMALL BUSINESS ADMINISTRATION
BALTIMORE DISTRICT OFFICE
City Crescent Bldg., 6th Floor
10 S. Howard Street, Baltimore, MD 21201

2017 Maryland Small Business Week Awards Program Nomination Guidelines

Any individual or organization dedicated to the support of the small business community in the United States may submit nominations for Small Business Person of the Year, Small Business Exporter and District specific local Small Business Week awards. Nominees must be located within the SBA Baltimore District Office service area (the state of Maryland, with the exception of Prince George's and Montgomery counties).

All nominations are due in the SBA's Baltimore District Office by **3pm EST on Tuesday, January 10, 2017**. It is anticipated that winners will be announced in late March. Maryland winners will be honored at the **33rd Annual Maryland Small Business Week Awards Luncheon on Thursday, June 8, 2017** at Martin's West, Woodlawn, Md.

For questions or additional information, contact Rachel Howard by phone at (410) 244-3337 or by email at rachel.howard@sba.gov.

2017 Award Categories

Read Carefully – Categories and Criteria have changed!!

Small Business Person (*National*)

Small Business Exporter (*National*)

Entrepreneurial Success

Financial Services Champion

Home-Based Business

Family-Owned Business

Minority Owned Small Business

Accountant Advocate

Veteran Owned Small Business

Woman Owned Business

Young Entrepreneur

Attorney Advocate

Insurance Advocate

Eligibility and Evaluation Criteria

All nominees for Small Business Week awards must be residents of and employed in the United States or its territories and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws. The SBA size standards apply in defining a small business as small. Individuals may not be nominated for more than one award category. ***The Agency reserves the right, in its sole reasonable discretion, to remove a nominee from the selection process.***

MD Small Business Person of the Year Award

Any individual who owns and operates or who bears principal responsibility for operating a small business may be nominated. Partners who jointly own and operate a small business may be nominated as a “team”, so long as the number of individuals in the team nomination does not exceed four. Business must qualify as “small” according to the applicable SBA size standards. Individuals who have received the small business person award at the state level within the past five years are not eligible. **SBA assistance IS required** (one or more of the following: counseling, financing, contracting).

Evaluation Criteria:

1. Staying power—a substantiated history as an established business; including:
 - Number of years in business
 - Sustained growth including, but not limited to expansion, addition of territories, growth in square footage occupied or web traffic.
2. Growth in the number of employees—a benchmark to judge the impact of the business on the job market.
 - Sustained over a minimum of three years
 - Increases over the three years must be in excess of growth in Gross National Product
3. Increase in sales, net profit and net worth for calendar years 2014, 2015 and 2016
4. Innovativeness of product or service offered—an illustration of the creativity and imagination of the nominee.
 - Specific description of the uniqueness of product or service
 - Explanation of how product or service fits a niche not being adequately addressed by the competition
5. Response to adversity—examples of problems faced in the nominee’s business and the methods used to solve them, including:
 - Specific description of the financial, physical, legal or other crisis
 - Substantiation of the threat to the continuity of the business
 - Defined actions taken by the nominee to resolve the crisis
6. Contributions to community-oriented projects – evidence of the use of his/her personal time and resources, including:
 - Listing of specific contributions of money, time, or resources to charitable causes
 - Membership in councils, boards and clubs providing support and services to the community
7. If applicable, a description of the products exported and markets served.

Nomination Packages must include, in this order:

1. A completed background form (SBA Form 3300, Award Nomination Form). For “team” nominations, a background form is required for each team member.
2. A completed nomination form (SBA Form 3301, Small Business Person of the Year)
3. An original 8” x 10” or 5” x 7” photo of the nominee; or a digital photo (at least 300dpi). Photocopies are not acceptable.
4. Additional supporting documentation deemed significant by the nominator, including news clips, letters of recommendation, nomination letter (if not self-nominated) and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
5. A completed SBA Form 2137 Award Nomination Consent Form. For “team” nominations, a separate form is required for each team member.

Small Business Exporter of the Year Award

Any individual who owns and operates a small business engaged in exporting may be nominated. **SBA assistance IS required** (one or more of the following: counseling, financing, contracting).

Evaluation Criteria:

- Increased sales, profits and/or growth of employment because of exporting.
- Creative overseas marketing strategies, including a description of the products exported and markets served.
- Effective solutions to export-related problems, including trade financing, payment and currency issues; market entry and logistical challenges; cultural differences, etc.
- Demonstrated encouragement of other small businesses to export.
- Volunteer assistance to other small businesses entering the export market.
- Cooperation with other businesses in the creation of export trading companies and/or introduction of unique trading relationships, products or services.

Nomination Packages must include, in this order:

1. A completed background form (SBA Form 3300, Award Nomination Form). For “team” nominations, a background form is required for each team member.
2. A completed nomination form (SBA Form 3302, Small Business Exporter of the Year)
3. An original 8” x 10” or 5” x 7” photo of the nominee; or a digital photo (at least 300dpi). Photocopies are not acceptable.
4. Additional supporting documentation deemed significant by the nominator, including news clips, letters of recommendation, nomination letter (if not self-nominated) and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
5. A completed SBA Form 2137 Award Nomination Consent Form. For “team” nominations, a separate form is required for each team member.

MD Small Bus. Person & Exporter - Nomination Packages

Submit nominations by 3pm EST on Tuesday, January 10, 2017.

Mail or hand deliver to the U.S. Small Business Administration, Baltimore District Office, ATTN: SBW Awards Nomination Committee, 10 South Howard Street, Ste. 6220, Baltimore, MD 21201. (Paper nomination packages must be typewritten on one side of 8 ½” x 11” white paper, and secured in a 1½” 3-ring binder. Please do not use page protectors, except as necessary for supporting documentation (brochures/flyers, certificates, newspaper articles, etc.)

In order to be considered for competition, the nomination package must contain each of the items listed above. All evaluation/selection criteria must be specifically addressed. Incomplete packages will not be considered.

For questions, contact Rachel Howard by phone at (410) 244-3337 or by email at rachel.howard@sba.gov.

Local Awards

(Specific to the SBA Baltimore District Office; do not advance for national competition)

Young Entrepreneur of the Year

Any individual who serves as a majority owner and operates or bears principal responsibility for operating a small business with a three year track record, and **who will not have reached the age of 30 by June 1, 2017**, may be nominated.

Evaluation Criteria:

- Evidence of success as measured by sales and profits.
- Increased employment opportunities created by the nominee's business.
- Development and/or utilization of innovative or creative business methods.
- Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.

Family-Owned Small Business of the Year

This award honors a family owned and operated business which has been passed on from one generation to another. Nominees must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 15-year track record.

Evaluation Criteria:

- Evidence of success as measured by sales and profits.
- Increased employment opportunities for family members and non-family members in the business.
- Demonstrated potential necessary for long-term business success and economic growth.
- Community contributions

Financial Services Champion of the Year

Individuals who assist small businesses through advocacy efforts to increase usefulness and availability of accounting or financial services for small businesses may be nominated. Nominees may or may not be small business owners.

Evaluation Criteria:

- Outside of regular business duties, the amount and quality of assistance given small businesses to obtain financing.
- Advocacy for changes in the financial services industry to assist small companies.
- Encouragement of the flow of investment capital to small ventures.
- Measurable accomplishments through the advocacy efforts of the financial services industry to advance small business interests.

Home-Based Small Business of the Year

Individuals who have experienced the rewards and difficulties of home-based businesses may be nominated. Nominees must be current small business owners operating from their residence.

Evaluation Criteria:

- Evidence of success as measured by sales and profits.
- Innovativeness of product or service
- Response to adversity
- Demonstrated potential necessary for long-term business success and economic growth.
- Community contributions

Minority Owned Small Business of the Year

Nominee must be a minority and the sole proprietor or majority owner of a small business.

Evaluation Criteria:

- Evidence of success as measured by sales and profits.
- Innovativeness of product or service
- Response to adversity
- Demonstrated potential necessary for long-term business success and economic growth.
- Community contributions

Veteran Owned Small Business of the Year

Nominee must be a veteran of the U.S. armed forces and be a sole proprietor or majority owner of a small business.

Evaluation Criteria:

- Evidence of success as measured by sales and profits.
- Innovativeness of product or service
- Response to adversity
- Demonstrated potential necessary for long-term business success and economic growth.
- Community contributions

Women Owned Business of the Year

Nominee must be a woman and the sole proprietor or majority owner of a small business.

Evaluation Criteria:

- Evidence of success as measured by sales and profits.
- Innovativeness of product or service
- Response to adversity
- Demonstrated potential necessary for long-term business success and economic growth.
- Community contributions

Accountant Advocate of the Year

Individuals who have contributed as accountants to a better economic and financial climate for small firms may be nominated. Nominees may or may not be small business owners.

Evaluation Criteria:

- Volunteering time and energy outside of business duties to assist small firms.
- Advocacy of a reduction of financial and regulatory requirements for small business.
- Support for initiatives to promote legislation strengthening the financial health of small businesses.
- Participation in other activities that exemplify the nominee's efforts to improve the economic climate for small businesses.

Attorney Advocate of the Year

Individuals who have contributed as lawyers to a better economic and financial climate for small firms may be nominated. Nominees may or may not be small business owners.

Evaluation Criteria:

- Volunteering time and energy outside of business duties to assist small firms.
- Advocacy of a reduction of regulatory requirements for small business.
- Support for initiatives to promote legislation strengthening the overall health of small businesses.
- Participation in other activities that exemplify the nominee's efforts to improve the economic climate for small businesses.

Insurance Advocate of the Year

Individuals who have contributed as insurance professionals to a better economic climate for small firms may be nominated. Nominees may or may not be small business owners.

Evaluation Criteria:

- Volunteering time and energy outside of business duties to assist small firms.
- Advocacy of a reduction of regulatory requirements for small business.
- Support for initiatives to promote legislation strengthening small businesses.
- Participation in other activities that exemplify the nominee's efforts to improve the economic climate for small businesses.

Entrepreneurial Success of the Year

Individuals meeting the following two criteria may be nominated: They must own and operate businesses initially launched as small businesses according to SBA size standards and subsequently developed into large businesses. SBA assistance is NOT required.

Evaluation Criteria:

Staying power — a substantiated history as an established business; including:

- Number of years in business.
- Sustained expansion, addition of territories, growth in square footage occupied.
- Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.

Growth in number of employees — a benchmark to judge the impact of the business on the job market.

- Sustained over a minimum of three years.
- Increase over the three years must be in excesses of growth in Gross National Product.
- Increase in sales and/or unit volume — an indication of continued growth over the last three years.
- Consistent growth in net income as evidenced by fiscal year annual profit-and-loss statements for a minimum of three years.

Innovativeness of product or service offered — an illustration of the creativity and imagination of the nominee.

- Specific description of uniqueness of product or service.
- Explanation of how product or service fits a niche not being adequately addressed by the competition.

Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them, including:

- • Specific description of financial, physical, legal/other crisis; defined actions taken to resolve the crisis. Substantiation of the threat to the continuity of the business; defined actions taken to resolve the crisis.

Contributions to community-oriented projects:

- Listing of specific contributions of money, time, or resources to charitable causes.
- Membership in councils, boards and clubs providing support and services to the community.

Submission of Local Awards:

Submit nominations as listed below not later than **3pm EST on Tuesday, January 10, 2017.**

- **Electronic:** All items listed below must be completed and included in an MS WORD or PDF document and submitted **via email to rachel.howard@sba.gov** or
- **Traditional:** Mail or hand deliver to the U.S. Small Business Administration, Baltimore District Office, ATTN: SBW Awards Nomination Committee, 10 South Howard Street, Ste. 6220, Baltimore, MD 21201. (Paper nomination packages **must be typewritten on one side of 8 ½" x 11" white paper, and secured in a 1½" 3-ring binder.** Please do not use page protectors, except as necessary for supporting documentation (brochures/flyers, certificates, newspaper articles, etc.)

In order to be considered for competition, the nomination package must contain each of the items listed above. All evaluation/selection criteria must be specifically addressed. Incomplete packages will not be considered.

For questions, contact Rachel Howard by phone at (410) 244-3337 or by email at rachel.howard@sba.gov.

***Note:** Small Business Person of the Year & Small Business Exporter of the Year nominations must be submitted as outlined in pages 2 & 3.

In order to be considered for competition, the nomination package must contain each of the items listed below. All evaluation/selection criteria must be specifically addressed. Incomplete packages will not be considered.

Nomination Packages must include, in this order:

- A. SBA Form 3300 (Award Nominee Background Form)
- B. SBA Form 2137 (Award Nomination Consent Form)
- C. A nomination letter
- D. A brief biography of the nominee, not exceeding one page.
- E. A business profile, not exceeding one page.
- F. A concise statement of the qualities and performance that merit the award, not exceeding four pages. Please refer to bulleted items listed under the category you are entering
- G. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.

NOTE: Finalists in each category may be asked to provide additional information as requested by the panel of judges.



AUTHORIZATION, GRANT & RELEASE OF MATERIALS

I hereby grant permission to the U.S. Small Business Administration (SBA), in perpetuity, to use, reproduce, publish, assign or distribute worldwide and in any manner, any and all materials, including but not limited to, written works, photographs, pictures, digital media and products, films, video and/or audio recordings, and all underlying intellectual property rights, or any part thereof, which the SBA, or those acting with SBA's authorization and consent, such as contractors, agents, or representatives, collects, receives, produces or makes use of, which includes any representation of me, including but not limited to, my name, voice, or likeness, in which my business or I may be represented in whole or in part, for any purpose, including but not limited to, informational, educational, publicity and advertising ("materials").

I hereby waive any and all claims for compensation, remuneration, fees or costs related to the use of materials granted herein.

I hereby waive any right that I may have to inspect or approve any edited or unedited version of the finished product or products comprised of materials and any written copy or other matter that may be used in connection with materials or to approve the use to which materials may be applied.

I understand that SBA policy prohibits the depiction of persons younger than 18 years of age in any of its materials, and I acknowledge that I am 18 years of age or older.

I acknowledge that nothing in this release shall be deemed to obligate SBA to use any of the rights granted herein.

I hereby represent, by my signature below, that I have the right to authorize, grant and release materials and that any use thereof by the SBA, its assigns, contractors and affiliates, will not infringe or violate the right of any third party. I further state that I have read the foregoing, prior to its execution, and that I am fully familiar with the contents hereof.

Signature: _____

Date: _____

Printed Name: _____

Business Name: _____

Title: _____

Address: _____

Telephone: _____

Email: _____

Project: _____

Privacy Act Statement: This information is provided to comply with the Privacy Act (PL 93-579). 5 U.S.C. 301 and 7 CFR 260 authorizing acceptance of the information requested on this form. The data you furnish will only be used to provide the U.S. Small Business Administration with contact information pertaining to this release form.

March 2014